Instagram: Setting up your account

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to set up your account on Instagram

- On Instagram, you can create a personal or a business account. With a business account, you have access to more features, like Insights data
- In order to create a business account, you must have a Facebook page for your business first
- Sign up as a regular account first, then go to Settings and change it to a business account
- Name your account after your business name, add your business email address, and then add some basic info to your profile, including a picture or a logo
- You can include a link to your website in your bio - or focus on whatever other action you want your potential customers to take
- **Instagram's basic features:**

  - Home - that's where you see your feed
  - Search - you can search for people, hashtags, or places

- Post - you can choose a picture or video from your phone or take one right then
- Engagement activity - you can see who's following you, who liked your posts or commented

- Once you have your account all set up, start following people in the hope that you will get a follow back

- Getting your first batch of followers will be easier if you promote your new account through your other channels

- Follow accounts that have similar interests & the followers of your competitors

- Be sure to have something interesting already on your page before following people